

jago®



Profile

Update & optimise
LinkedIn

Summarise
Make it catchy
Captivate

EXAMPLE



Developing Authentic Leaders: Elevate Your Personal Brand, Earn Respect & Drive Growth



Take our Personal Brand health check
www.wearejago.com

Ryan O'Keeffe · 1st  Jago®

Elevate Your Personal Brand, Earn Respect & Drive Growth | Personal Brand Strategy & Activation | EQ Coach | People Promoter

🌟 Top Personal Branding Voice

Talks about #sales, #trust, #reputation, #personalbranding, and #emotionalintelligence

Guildford, England, United Kingdom · [Contact info](#)

5,510 followers · 500+ connections


 Lotte Reford, James Schlesinger, and 889 other mutual connections

[Message](#) [Visit my website](#) [More](#)

Featured

Post

Events often feel like a waste of time...



👍👎🗨️ 95 · 55 comments

Link


Take our Personal Brand Health Check

Get your free personalised report today.

Personal Brand Healthcheck | We are Jago
We are Jago
Take your Personal Brand to the next level.

Post

Dont do it; dont work with Jago!



👍👎🗨️ 58 · 19 comments

About

For B2B leaders, personal branding is crucial, especially for service-based businesses aiming to generate leads and attract talent. The key to a thriving personal brand and authentic leadership involves several elements:

- ✔ Self awareness and courage (authenticity)
- ✔ Emotional intelligence (relationship building & leadership)
- ✔ Strategy (authority positioning & a game plan)
- ✔ Storytelling (lead generation content)
- ✔ Social selling (outreach & engagement)

At Jago®, we specialise in emotional intelligence, strategy, and storytelling, helping leaders develop comprehensively. **Our Goal: Develop authentic leaders, not celebrities.**

Our methodology includes one-on-one support, guiding you from discovery and strategy to activation for reputation building and lead generation.

We also offer workshops in personal branding and emotional intelligence.

Interested in enhancing your personal brand or your team's & develop authentic leadership and drive your business growth?

🌟 [Take our Personal Brand Health Check](#) 🌟 [Visit wearejago.com](#) 🌟

What are clients say:

💬 "Before Jago, I was unnoticed. Learning self-acceptance and that not everyone will like me was key. Consistency and time investment brought results. Jago's grounded, skilled team connected with me. In 18 months, their support won major accounts and opened new doors. Their push for visibility led to successes, like speaking at major events." - **Phil Blackmore, Agency Owner, Creative Partner, Create Health**

💬 "Personal branding is essential. My commitment to my brand and team made it necessary. With Jago, we focused on my authentic self, avoiding clichés. Their smart, nuanced approach was key. They preserved my story's uniqueness and presentation, resonating with my clients and team, surpassing expectations. Importantly, it generated leads and had a major positive impact." - **Julian Kynaston, Chairman, Propaganda**

🌟 See my featured section for more client testimony or visit [Visit wearejago.com](#) to see how we have transformed our clients into authentic industry leaders.

Ring my 📞 and DM for a conversation

 **Top skills**
Personal Branding · Emotional Intelligence · Leadership Development · Coaching

WHAT YOU NEED TO DO

Your profile should communicate clearly *what you do* and *who you're for*. Your profile's goal is to build trust, authority and likability.

Further, the profile should work as a funnel to bring people to your website.

- Quality profile photo, face should be clearly visible. Professional shots get 14x more views
- 30% of your profile visitors won't even bother scrolling, so your banner must have your value proposition and CTA.
- Add a custom button (link to product for prospects/website/book an appointment)
- Your headline should be compelling, make it punchy 5-15 words
- Pin / feature relevant content that positions you as an authority in your position (articles, podcasts, best posts) and call to action
- Be consistent across platforms, using the same tagline, images and language for your profile
- 97% won't even tap 'see more' on your about section - so the first 3 or 4 lines need to be captivating. Be clear on your value proposition, service offer and target market
- Include relevant keywords in your description / bio
- Include Social proof where possible: AKA, let profile visitors see what others have said about you or your service/product and include any awards or certifications you have earned
- Regularly update and optimise your profile (review every few months)



EXAMPLE

Link to profile



Developing Authentic Leaders:
Elevate Your Personal Brand, Earn Respect & Drive Growth

Take our Personal Brand health check
www.wearejago.com

- Quality banner with a targetted value proposition, with a call to action & website link

- Quality professional profile photo

Ryan O'Keefe · 1st
Elevate Your Personal Brand, Earn Respect & Drive Growth | Personal Brand Strategy & Activation | EQ Coach | People Promoter



- Punchy headline & proposition (10 words)

Top Personal Branding Voice

- Top 'industry' Voice accreditation

Talks about #sales, #trust, #reputation, #personalbranding, and #emotionalintelligence

- Creator mode turned on with #subjects

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- Custom button

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58 · 19 comments

- Pin / featured relevant content that positions you as an authority (articles, podcasts, best posts, testimonies)

About

For B2B leaders, **personal branding is crucial, especially for service-based businesses aiming to generate leads and attract talent.** The key to a **thriving personal brand and authentic leadership** involves several elements:

- Clear value proposition within a couple of lines (97% won't press see more button). Key sentences, headers and CTAs in bold format.

- Self awareness and courage (**authenticity**)
- Emotional intelligence (relationship building & leadership)
- Strategy (authority positioning & a game plan)
- Storytelling (lead generation content)
- Social selling (outreach & engagement)

- Simple breakdown of outcome based deliverables in a listicle

At Jago®, we specialise in emotional intelligence, strategy, and storytelling, helping leaders develop comprehensively. **Our Goal: Develop authentic leaders, not celebrities.**

- Keywords included (highlighted)

Our methodology includes **one-on-one support**, guiding you from discovery and strategy to activation for **reputation building and lead generation.**

- Specialism

We also offer **workshops** in personal branding and emotional intelligence.

- Service offer

Interested in enhancing your personal brand or your team's & develop authentic leadership and drive your business growth?

Take our Personal Brand Health Check Visit wearejago.com

- Call to action - product for prospects

What are clients say:

"Before Jago, I was unnoticed. Learning self-acceptance and that not everyone will like me was key. Consistency and time investment brought results. Jago's grounded, skilled team connected with me. In 18 months, their support won major accounts and opened new doors. Their push for visibility led to successes, like speaking at major events." - **Phil Blackmore, Agency Owner, Creative Partner, Create Health**

- Client testimonies

"Personal branding is essential. My commitment to my brand and team made it necessary. With Jago, we focused on my authentic self, avoiding clichés. Their smart, nuanced approach was key. They preserved my story's uniqueness and presentation, resonating with my clients and team, surpassing expectations. Importantly, it generated leads and had a major positive impact." - **Julian Kynaston, Chairman, Propaganda**

- Signposting to testimony / case studies

See my featured section for more client testimony or visit Visit wearejago.com to see how we have transformed our clients into authentic industry leaders.

- Call to action to hit notification and DM


Ring my and DM for a conversation

Top skills
Personal Branding · Emotional Intelligence · Leadership Development · Coaching

- Top Skills

EXAMPLE ... continued

Experience

 **Founder**
Jago® · Full-time
Jun 2019 – Present · 4 yrs 6 mos
Guildford


Helping leaders gain clarity and confidence to master their reputation. Personal Branding.
... [...see more](#)

Skills: Personal Branding · Emotional Intelligence · Video · Storytelling · Entrepreneurship · Coaching · Trust Building · Business Development · Leadership Development · Leadership

- Link to company pages
- Full description of the roles currently and previously held

 **Official Member**
Forbes Agency Council · Full-time
Aug 2022 – Present · 1 yr 4 mos
London, England, United Kingdom

Skills: Video · Storytelling · Entrepreneurship

 **TEDx Partner**
TEDx · Self-employed
Jun 2023 · 1 mo
London Area, United Kingdom · On-site

Responsible for the video production crew and capturing the speakers talks on film.

Skills: Video · Storytelling

Licenses & certifications

 **EQI-2.0 Emotional Intelligence Coach**
Multi-Health Systems Inc. (MHS)
Issued Oct 2019 · No Expiration Date

- Build credibility and trust by linking your licences and certifications

 **Certified B-Corporation®**
B Corp UK
Issued Oct 2019 · Expires Oct 2022


Volunteer experience

 **Student Mentor**
Stepping Stones School Hindhead
Feb 2018 – Present · 3 yrs 11 mos
Education

- Show how you are giving back to the community and what causes you are inspired by

 **Coach**
Beacon Hill Junior Football Club
Aug 2020 – Present · 1 yr 5 mos


Projects

Personal Branding
Aug 2023 - Present
 Associated with Jago®


A selection of leaders we have worked with on their Personal Brands.

Skills: Personal Branding · Emotional Intelligence · Video · Storytelling

- Build credibility by showcasing projects that you are proud of

 **Jago Reel 2023**
Feedback from a handful of Jago clients.

Other contributors



- Build credibility by showcasing your relevant skills

Skills

Sales Operations

[Endorse](#)

Personal Branding

 Recognized as a Top Personal Branding Voice on LinkedIn

 Founder at Jago®

 Endorsed by Ryan Hall and 17 other mutual connections


Show all 6 details →

[Endorse](#)

- Show up to date recommendations from all stakeholders (your people and clients) - Also anyone else you might have done business with such as suppliers, strategic partners, or contacts who know you as a current or former client

Recommendations [Ask for a recommendation](#) [Recommend Ryan](#)

Received (16) **Given (10)**

 **Gavin Shinfield**
Founder & CSO at Kyan
July 8, 2021, Gavin was a client of Ryan's

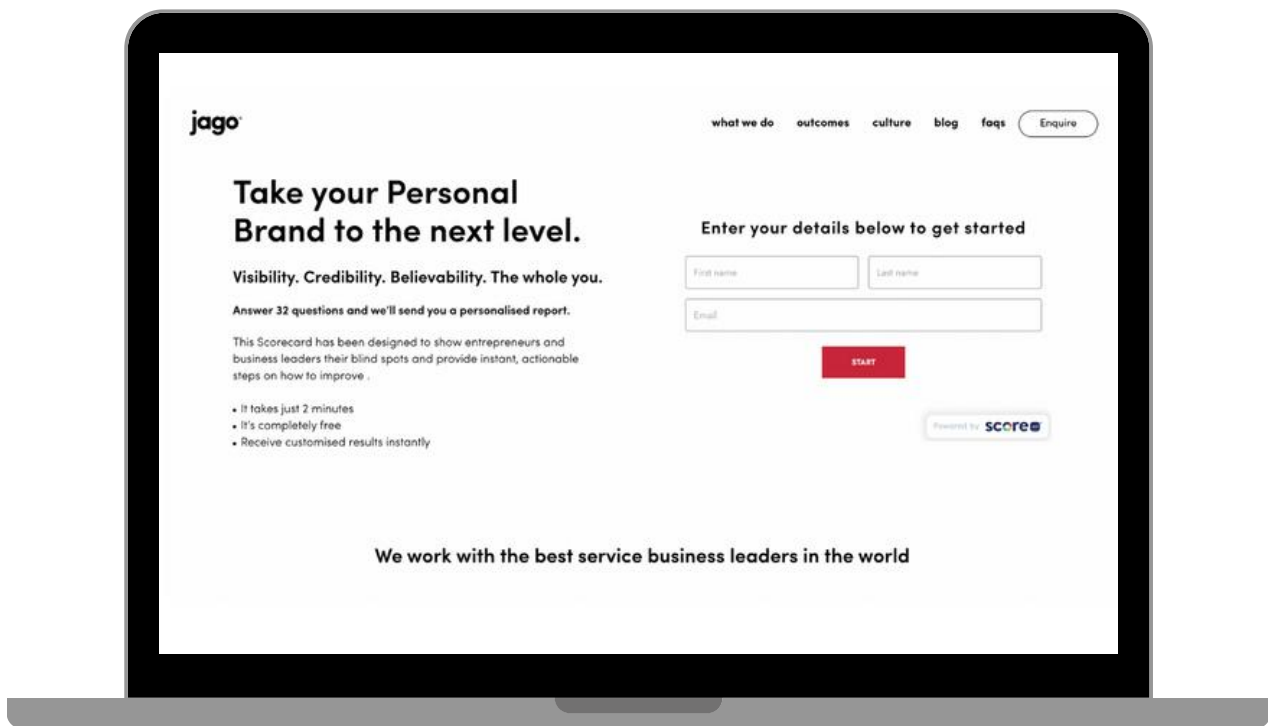
Working with Ryan has been an absolute pleasure and a real eye-opener. I have learned much through knowing him, particularly about emotional intelligence and openness. His professionalism and fairness are perfectly in balance, and that is a rare quality in today's business environment.

PERSONAL BRAND HEALTHCHECK

How affective is your reputation?

Find out where your personal brand is at by taking our health check [here](#)

This will shine a light on what's going well and areas that can be improved.





jago®